

WINCHESTER PARKING AUTHORITY
January 22, 2015

MEMBERS PRESENT: Dick Helm, Kim Burke, Howard Manheimer & Mike Miller

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Christine Germeyer,
Derek Gomes, & Eden Freeman

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:30 a.m. at which time it was determined a quorum was present.

II. REVIEW OF DECEMBER 2014 MEETING MINUTES

The minutes were submitted by Chairman Helm and, without objection, were unanimously approved.

III. EXECUTIVE DIRECTOR'S REPORT FOR NOVEMBER & DECEMBER 2014

Anderson reported to the Authority the following:

- New Year's Eve & First Night Winchester: WPA worked with FNW to obtain volunteers to work lanes as they were concerned with the backups/delays when exiting in the garages after the event. A flat fee of \$5 was charged for parking inside the garages. (400 cars = \$2,000 between 5 pm and 9 pm)
- Credit card software at WPA main office was upgraded week of January 5, 2015.
- Installed an additional sign at Cork Lot that features additional public parking available on Indian Alley with arrow directing customers to the Palace and Hable Lots. This was a concept developed from the parking committee and part of the comprehensive parking strategy as Cork Lot is a heavily used parking area.
- WPA has reopened the roof at Loudoun Autopark. Rental customers are being notified that the roof is open for parking. CWI has completed the repairs to the trench drains at Braddock and has repaired several existing drains at Court Square that have been leaking. Minor outstanding items still need to be completed.
- Submitted WPA budget on December 31, 2014. Currently waiting to complete the budget process.

IV. REVENUE REPORT FOR NOVEMBER & DECEMBER 2014 (Quarterly)

Anderson reported that the grand revenue total for November 2014 was \$95,582, an increase of \$24,387 or 34% in comparison to November 2013. Total hourly revenue for November 2014 was \$15,290, a decrease of \$1,126 or -7% in comparison to November 2013. Rent revenue for November 2014 was \$62,074, an increase of \$28,601 or 85% in comparison to November 2013. Total meter and fine revenue for November 2014 was \$16,555, a decrease of \$4,165 or -20% in comparison to November 2013. Miscellaneous revenue for November 2014 was \$1,000 due to an insurance recovery for damages incurred at Braddock Autopark. Validation coupon revenue for November 2014 was \$663, an increase of \$77. Total hourly parking tickets for November 2014 was 8,891 showing a decrease of 4,204 tickets in comparison to the previous month. At the end of November 2014, there were 932 spaces or 67% of total utilization of spaces being rented at all four parking garages with a total of 468 spaces available for rent. Of the 468 spaces available for rent, 265 spaces were located on the roof and 203 spaces were located undercover. At the end of November 2014, the total revenue for FY 2015 thus far was \$472,635 or 11% in comparison to the previous year.

Anderson reported that the grand revenue total for December 2014 was \$66,582, a decrease of \$13,770 or -17% in comparison to December 2013. Total hourly revenue for December 2014 was \$15,382, a decrease of \$6,221 or -29% in comparison to December 2013. Rent revenue for December 2014 was \$35,250, a decrease of \$3,096 or -8% in comparison to December 2013. Total meter and fine revenue for December 2014 was \$15,410, a decrease of \$4,680 or -23% in comparison to December 2013. There was no miscellaneous revenue to report for December 2014. Validation coupon revenue for December 2014 was \$540, an increase of \$227. Total hourly parking tickets for December 2014 was 12,832 showing an increase of 3,941 tickets in comparison to the previous month. At the end of December 2014, there were 931 spaces or 67% of total utilization of spaces being rented at all four parking garages with a total of 469 spaces available for rent. Of the 469 spaces available for rent, 268 spaces were located on the roof and 201 spaces were located undercover. At the end of December 2014, the total revenue for FY 2015 thus far was \$539,217 or 7% in comparison to the previous year.

The total revenue for the second quarter of 2014 was \$251,496, an increase of \$8,265 or 3% in comparison to the second quarter of 2013. Total meter and fine revenue for the second quarter of 2014 was \$58,070, a decrease of \$11,520 or -17% in comparison to the second quarter of 2013. Total hourly revenue for the second quarter of 2014 was \$52,473, a decrease of \$2,339 or -4% in comparison to the second quarter of 2013. Total rent revenue for the second quarter of 2014 was \$138,456, an increase of \$21,433 or 18% in comparison to the second quarter of 2013. Miscellaneous revenue for the second quarter of 2014 was reported at \$1,000, an increase of \$994 in comparison to the second quarter of 2013. Total validation coupon revenue for the second quarter of 2014 was \$1,497, a decrease of \$303 or -17% in comparison to the second quarter of 2013.

Anderson noted that increases for rent revenues were reflected in the November report however; hourly revenues and meter/fine revenues did decrease during November and December 2014. Anderson added that the quarterly report did reflect many decreases in revenues however; this was due to staff vacation schedules for the holidays resulting in delays in data entry of receipts. Anderson noted that accounts receivables do fluctuate during the end of the year and should stabilize in January 2015.

Helm stated that meter and fine revenues continue to decline however; quarterly revenue reports continue to remain stable at around 7%. Anderson did inform the Authority that monthly rentals will be decreasing due to a large customer account cancelling 12 spaces total between the Loudoun and Braddock Autoparks. The customer stated that other parking arrangements have been made for their vehicles effective at the end of January 2015.

V. OLD BUSINESS

1. Global Parking Discussion Update

Burke informed the Authority that a request has been submitted in the budget for two more batches of digital meters. Burke added that additional signage has been installed on the Cork Lot advising the public that additional parking is available at the Palace and Hable Lot. Discussion concerning the increase in rates for meter fines and a possible increase in meter enforcement hours has been delayed until further notice.

Helm asked if any additional information has been obtained concerning suggested intersection changes at Cork Street and Indian Alley that would directly affect parking access into Cork Lot. Anderson replied that a decision from Council concerning this item is expected to be made in the spring.

2. Garage Renovation Update

This was not addressed by the Authority.

VI. NEW BUSINESS

1. First Night Winchester Request

Helm explained to the Authority that WPA has been considering the idea of allowing businesses or entities to sponsor parking in the garages during events held in the downtown area. Helm noted that the basic idea of allowing sponsorship of garages is that a business or company can pay a flat fee to cover costs for customer parking during an event resulting in free parking being made available to the public which seemed to be an excellent idea. Helm asked that Anderson compile a list of previous events with large attendance levels and subsequent revenues collected for each event to be used as a guideline for discussion concerning sponsorships. Helm added that First Night Winchester has submitted a request for permission to obtain a parking sponsor for their New Year's Eve event in 2016.

Miller asked if the events being discussed were events where the Authority has charged a flat fee for parking in the past. Helm replied that yes the Authority has charged flat fees for certain events and used automation in the past. Concerns have been expressed in the past with customers being able to exit the garages in a timely manner after events in which the flat fee approach has worked much better than using automation. The fees are collected upon entry into the garages and exit gates are put in the up position to allow for traffic to flow quickly out of the garages at the end of the event. The sponsorship program will be very beneficial for both the WPA and parking customers. WPA staff coverage would not be necessary and individual customers would not have to pay to park in the garages. Helm noted that an issue that would need attention is how to deal with vehicles that do not leave the garages after the event and attempt to leave after the garages are reverted back to normal operations. Helm expressed that the Authority would need to determine and implement policies and procedures concerning the acceptance of partnerships to be applied to all events and will continue to work with FNW on the specifics pertaining to their request.

Helm asked Germeyer if she would like to make a statement to which she expressed appreciation for the cooperation she has received from WPA and that discussions have transpired very well. Burke asked if sponsorships could be accepted at certain garages only and not all of the garages as a whole for individual events. Germeyer noted that the New Year's Eve event attendance is too large to just use one or two garages. Helm agreed that with this particular event, the public arrives from all entry points into downtown therefore all garages would need to be available. Miller added that if the public knows that one or two garages are offering free parking, the public will gravitate towards those garages and away from the others where normal fees would apply.

Helm informed the Authority that FNW has requested that the Authority reconsider allowing fireworks to be set off the roof of a parking garage. Helm acknowledged that advancements have been made in pyrotechnics, etc. and that the Authority would gather more data as to how setting off firework displays from the roof level could adversely affect the garage. Helm stated that currently the engineer the Authority uses as a consultant on these matters has adamantly advised against such an activity.

2. City Sheriff Department Request

Helm explained to the Authority that the City Sheriff's Department has requested that their lease agreement for rental of 15 spaces on the roof of Court Square Autopark be amended to include an additional 10 spaces. This would bring the total number of spaces being rented to 25. Anderson explained that currently the lease agreement with the City Sheriff's Department is for 15 roof spaces at Court Square Autopark for a rate of \$250 per month. Anderson has discussed with the Sheriff what the rate would be for the additional spaces and it was deemed satisfactory with the Sheriff. Helm asked how the additional spaces would be used. Anderson explained that the additional spaces would be used for new hires and patrol vehicles.

On motion duly made by Miller and seconded by Burke, the Authority approved the request from the City Sheriff's Department to amend the current lease agreement to include the rental of an additional 10 spaces for a total of 25 roof spaces being rented at Court Square Autopark. The rate is to be negotiated and determined between the Sheriff and Anderson.

3. SABF Request

Anderson explained to the Authority that SABF has submitted 3 separate requests for leasing of the Cork, Palace, Hable, Autopark, and Plaza Lot and 2 spaces located on the north side of Braddock Lot for the following events: Shenandoah Apple Blossom Festival and Bloomin Wine Fest. Anderson added that the specifics of each request are the same as last year with the exception of the addition of the 2 spaces on the Braddock Lot to accommodate the Lions Club. Anderson requested for a motion to be made by the Authority to implement the same rates as last year. Helm asked when was the last time the rates were modified for parking and use of the lots during the festival. Anderson replied that the parking rates were last modified in 2012 from \$10 to \$15 for garage parking.

On motion duly made by Burke and seconded by Miller, the Authority approved the 3 requests from SABF for use of the Cork, Palace, Hable, Autopark, and Plaza Lot and 2 spaces located on the north side of Braddock Lot for the Shenandoah Apple Blossom Festival and Bloomin Wine Fest. The rates are to remain the same as last year. The Authority also approved for the rate for parking in the garages during the Friday and Saturday of the Shenandoah Apple Blossom Festival to remain the same as last year which is the flat fee of \$15 for parking.

2015			
PUBLIC PARKING AUTOPARK RATES		RENTAL FEES	
<u>Friday</u> Fireman's Parade	\$15.00	Braddock AP & Autopark Lot	\$2,800
		Cork Lot	826
		Braddock Lot (2 spaces for Johnny Blues)	85
<u>Saturday</u> Court Sq AP Braddock AP Loudoun AP Geo. Wash. AP	\$15.00	Plaza Lot	437
		Hable & Palace lots	230
		Bloomin' Wine Festival (Hable & Palace)	460
		TOTAL:	\$4,838

4. SABF Autopark Rates 2015

The Authority addressed this issue under the SABF request.

5. Frederick County Farm Bureau Request

Anderson presented to the Authority the request from the Frederick County Farm Bureau for use of the Palace and Hable Lot to host the Main Street Agricultural Event scheduled for September 19, 2015 from 8 am. to 5:30 pm. Anderson noted

the request is the same as last year with no changes or additions having been made.

On motion duly made by Burke and seconded by Miller, the Authority approved the request from Frederick County Farm Bureau for use of the Palace and Hable Lots on September 19, 2015 for hosting their Main Street Agricultural Event. The rates (\$50 per parking lot) are to remain the same as last year.

6. Executive Session

Upon Motion duly made by Burke and seconded by Miller, the Authority unanimously approved to convene in executive session pursuant to 2.2-3711 (A) (3) of the Code of Virginia for discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiations of the Authority.

Return to Open Meeting

Upon Motion duly made by Burke and seconded by Miller, at the conclusion of the executive session concerning the discussion or consideration of the acquisition of real property for a public purpose, or the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy, the following Resolution was unanimously adopted upon roll call vote as set forth below:

WHEREAS, the Winchester Parking Authority has concluded its "closed meeting" at a meeting held on January 22, 2015, and desires to return to an "open meeting," and

WHEREAS, the adoption of this Resolution is intended to serve as the "Certificate" described in Section 2.2-3712 (D) of the Code of Virginia (1950, as amended).

NOW THEREFORE, BE IT RESOLVED that the Winchester Parking Authority does hereby reconvene in an "open meeting" at its meeting held on January 22, 2015; and

BE IT FURTHER RESOLVED that each and every Member of said Authority who votes in the affirmative for this Resolution does thereby certify to the best of each Member's knowledge that only public business matters lawfully exempted from open meeting requirements of the Virginia Freedom of Information Act were heard, discussed or considered during the closed meeting, and that only such public business matters were identified in the Motions which convened the closed meeting were heard, discussed or considered during the course of said closed meeting by the Authority:

<u>Roll Call</u>	<u>Vote</u>
Helm	Aye
Burke	Aye
Miller	Aye
Manheimer	Aye

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:09 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday February 26, 2015 at 7:30 a.m. in the Conference Room at the Winchester Parking Authority Main Office located in the George Washington Autopark.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved:

Teresa Couch